Outreach skills training through the SC DHEC "Polluted Runoff Outreach Toolbox"

The Story Of Designing A Toolbox

D H E C
PROMOTE PROTECT PROSPER
South Carolina Department of Health and Environmental Control

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5th National Conference for Nonpoint Source and Stormwater Outreach
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Prologue: The Start of an Idea

- ◆ Original Concept
  - "This toolbox will be a statewide NPS outreach campaign assistance product that can be utilized by local water quality improvement projects such as TMDL implementation projects."
  - Target existing material to South Carolina audiences

- ◆ Needs Assessment
  - Originally funded in 2005
  - Focus groups with local stakeholders started in 2007

Chapter 1: The Main Characters

- Non-profit groups

- Government groups

- Some 319 Grantees
  - TMDL implementation projects
  - Encouraged to do social marketing

- Some outreach professionals

Chapter 2:
Facing A Challenge
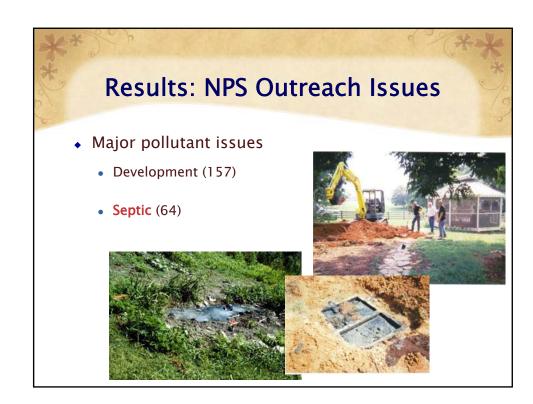
Designing Focus Groups

- Local Solutions to Local Problems

- 2007 Focus Groups
  - Upstate (12), Midlands (11) & Coastal (10)
  - Various organizations represented
  - Not all were trained outreach professionals
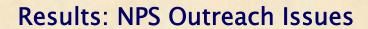
- Scores based on priority rankings

Results: NPS Outreach Issues

- Major pollutant issues
  - Development (157)

Results: NPS Outreach Issues

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  - **Septic** (64)

Results: NPS Outreach Issues

- Major pollutant issues
  - Development (157)
  - Septic (64)
  - **Sediment/Erosion** (61)

Results: NPS Outreach Issues

- Major pollutant issues
  - Development (157)
  - Septic (64)
  - Erosion (61)
  - Agriculture (43)

Results: Programmatic Needs

- Format
  - Clearinghouse (99)
  - Workshops & trainings (78)

  - South Carolina specific materials

- Outreach Planning Process Needs
  - Implementation (64)
  - Targeting Audiences (60)
  - Evaluation (54)

Chapter 3: The Side Plot

- MS4s in South Carolina
  - Also required to do social marketing
  - And **DOCUMENT** the process

- A Typical Small MS4 Stormwater Manager
  - Small community
  - Engineer
    - ◈ May do more than just stormwater
    - ◈ May be the "complete stormwater package"
  - **NOT** an outreach professional

Chapter 4:
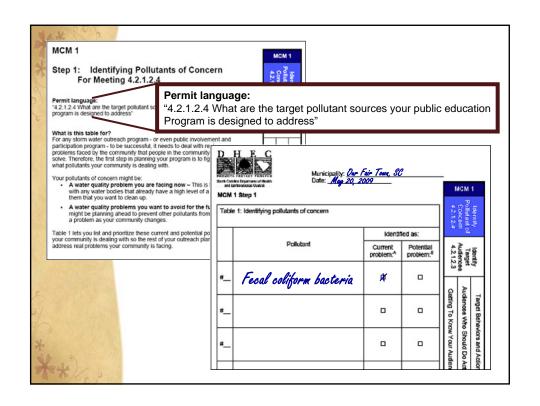# The New Challenge

Needs Assessment

- Interactions with MS4s
  - Similar with stakeholders in
    - NPS problems faced
    - Format
  - "We're engineers"

- Interactions with S.C. DHEC compliance
  - Needed help evaluating MS4 social marketing efforts

- **Translating the permit!**

"How To Do Social Marketing"

- Solution: Instructions
  - **Worksheets** for MS4s to document process

MCM 1

Step 1:   Identifying Pollutants of Concern
          For Meeting 4.2.1.2.4

Permit language:
"4.2.1.2.4 What are the target pollutant so
program is designed to address"

Permit language:
"4.2.1.2.4 What are the target pollutant sources your public education
Program is designed to address"

What is this table for?
For any storm water outreach program - or even public involvement and
participation program - to be successful, it needs to deal with re
problems faced by the community that people in the community
solve. Therefore, the first step in planning your program is to fig
what pollutants your community is dealing with.

Your pollutants of concern might be:
- **A water quality problem you are facing now** – This is
  with any water bodies that already have a high level of a
  them that you want to clean up.
- **A water quality problems you want to avoid for the fu
  might be planning ahead to prevent other pollutants from
  a problem as your community changes.

Table 1 lets you list and prioritize these current and potential po
your community is dealing with so the rest of your outreach plan
address real problems your community is facing.

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South Carolina Department of Health
and Environmental Control

Municipality: *Our Fair Town, SC*
Date: *May 20, 2009*

MCM 1 Step 1

Table 1: Identifying pollutants of concern

Pollutant	Identified as:	
	Current problem:^	Potential problem:^
#__ *Fecal coliform bacteria*	☒	☐
#__	☐	☐
#__	☐	☐

"How To Do Social Marketing"

- Solution: Instructions
  - **Worksheets** for MS4s to document process
  - **Checklist** for compliance

4.2.1.2.3 (1 of 3) – Table 2

Who are the target audiences for your education program who are likely to have significant storm water impacts (including commercial, industrial and institutional entities) and why those target audiences were selected.

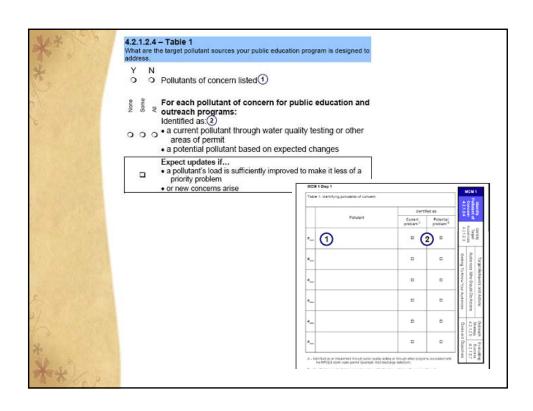| Y	N	**For at least one pollutant of concern (identified in Table1):**
○	○	Identify behaviors contributing to pollutant
○	○	Identify action(s) that individuals can take related to that pollutant (can include actions to reduce pollutant, actions to support community changes, etc.)
○	○	Prioritize actions to encourage

Expect updates if...

❑
- changes in Table 1 – new pollutants of concern established
- public education and outreach goals/ objectives being met and need to move to next phase of public education and outreach plan
- or public education and outreach goals/ objectives not being met and relevance of actions or likelihood of encouraging action is concern

Developed: 2/2009 by Victoria Kramer – Bureau of Water Outreach   Page 1 of 9

"How To Do Social Marketing"

- Solution: Instructions
  - **Worksheets** for MS4s to document process
  - **Checklist** for compliance
  - **Instructions** tying them together

Chapter 5: Bringing It Together

- Help with the **process**
  - Solution: Revise MS4 worksheets and instructions for general use

- Encouraging **targeted programming**
  - Solution: Make outreach products searchable by
    - Pollutant of concern
    - General type of audience

Chapter 6: The Cliffhanger…

- Design Completed

- Next Step – Piloting The Toolbox

- Expansion Opportunities
  - Workshops
  - More Support For Evaluation
  - Developing Outreach Program Modules

Look out for the sequel:

Putting the Toolbox to Good Use